



"What Lovely Work,"

This is what we hear from housewives who formerly "wouldn't think of sending fine clothes to the laundry."

THE NEW IMPROVED IRON-ALL Family Bundle Service

Is A Big Surprise to Everyone

For Only \$2.00

The Average Family Can Have All It's Laundry WASHED and IRONED

Flat Work, Washed and Ironed... 9c lb. Apparel... 15c lb. (Handkerchiefs, 1c Each)

No laundry marks, No identification pins. Every bundle is washed in a Separate Net, and IS NEVER MIXED with Other Work.

Velvety Soft Water and Pure Neutral Soap used EXCLUSIVELY. You need not hesitate to send your finest garments.

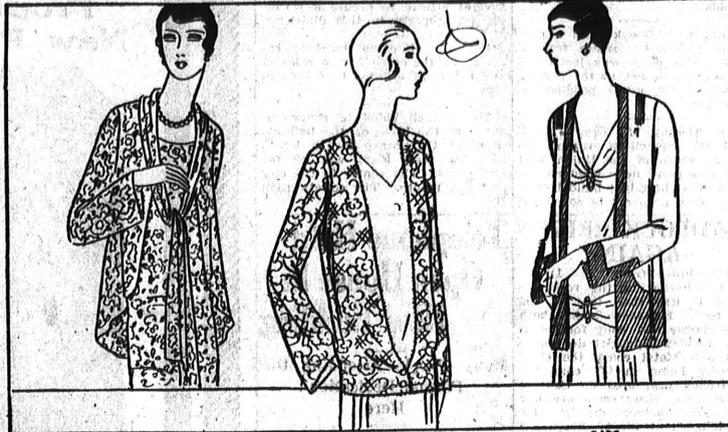
3-Day Service—Phone 141

Torrance Laundry Co.

Border Ave., off Carson St.

VOGUE WOMEN'S FASHIONS

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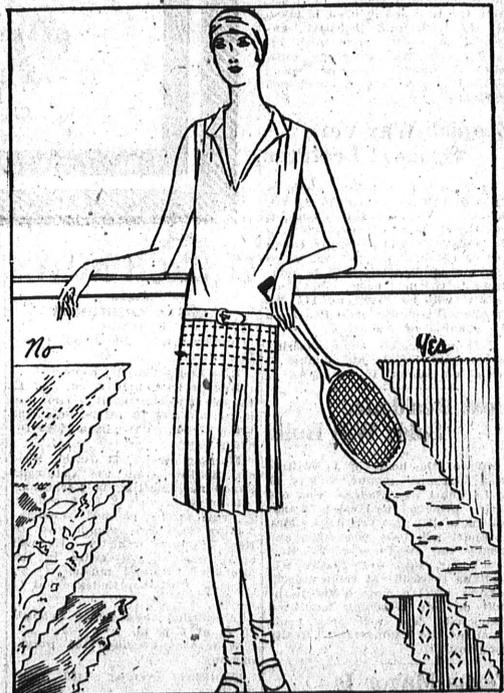
CONVERSATIONS OF CLARIBEL

Dear Eve:—The contrast in the evening between starched and broadclothed men and slightly chiffoned women has always seemed a bit amusing to me. Of course, the gentleman's clothing protects him from restaurant draughts and the lady's lack of clothing proves an asset in the crowded ballroom—but, when one is comfortable, the other is more than apt not to be. This year, however, with the increasing vogue for feminine evening jackets, I should judge the lady one up in both comfort and beauty!

A jacket, also on cardigan lines, fashioned of light-colored silk dotted with tiny giddy flowers. It matches a pleated skirt of the same material, and a plain sleeveless blouse is worn with it. The same idea, I suppose, could be used for town—in darker tones. And, for the evening—I've got so dependent on little jackets that I declare I'd rather forget my handkerchief than to go off without one of my latest acquisitions! When, at length, I must discard the model at the left, I shall award it a distinguished service cross. It completes a darling flowered chiffon evening ensemble. I wear it confidently to the theatre, restaurant, bridge parties and dances. Once, in an emergency, I even pressed it into service for an afternoon wedding.

The third jacket uses both sides of crepe satin. This model holds its own as to serviceability, for the protection of the material is more than mental! On warm evenings, I consider it adequate to take the place of an evening coat. Don't you think my enthusiasm warranted? The fashion certainly promises to become a good old American custom.

Claribel.



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RIGHT AND WRONG ON THE TENNIS COURT

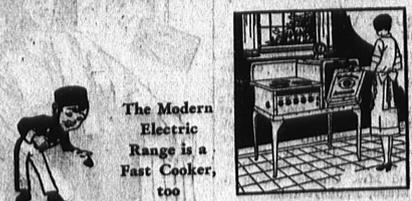
If a game hadn't rules—how would you score? If dressing for a game hadn't rules, too—it would be just half the fun for the average woman-player. This year very few people will go wrong on-line for tennis, because the sleeveless one-piece dress is so comfortable, so good-looking and so ubiquitous that it would take quite a lot of planning and searching to get anything else.

There is a danger point, however—fabric. And another less dangerous point for those who intend to play at any of the more formal places—color. This color rule does not seem to be universal, but, for the East, at least, the only accepted thing to wear is white. The fabric rule is good for all parts of the country, and it absolutely excludes materials that are patterned in color, as well as those that are either sheer or shiny. The reason, of course, is obvious. All of these fabrics are far too formal in feeling, too dressed up, not easily tubed and therefore impractical.

Another Ton of SOAP AT CUT PRICES. 1/2 Ton of Palm Olive Products at Cut Prices. 1/2 Ton of Jergens Soap Co. Products at Cut Prices. (BUSINESS IS GOOD) THE SAMPLE STORE. Redondo San Pedro Torrance

ELECTRICITY...the Most Adaptable Fuel in the World Cook With It!

ELECTRICITY is the most adaptable fuel in the world. It heats the massive furnaces which produce all of our aluminum and finished steel; it melts the snow and ice from railroad switch points after heavy storms, or runs out along other wires to cook three meals a day on the spotless white range in some farm house. No other fuel in the world can be so accurately controlled. You have it concentrated under the dish of food you want to cook, or you have it shut up tight in thick-walled ovens. None of it is wasted in heating the air around the stove.



The Modern Electric Range is a Fast Cooker, too. You CAN fry or broil, bake or roast with a speed equal or superior to any other method you are now using. If you have not already done so, come into the nearest Edison office and ask for a demonstration of one of the new models. You will be amazed at the low cost of cooking with electricity.

SOUTHERN CALIFORNIA EDISON COMPANY. Owned by Those it Serves

Telephone to Holland Now

Transatlantic telephone service will be extended to all points in Holland on Friday, July twentieth. The rate for a Southern California Holland call will be sixty dollars seventy-five cents for a three minute conversation, and twenty dollars twenty-five cents for each additional minute.

NOTICE INVITING BIDS FOR CITY PRINTING

Sealed bids are hereby requested from all newspapers of general circulation as same are defined by Section 4460, Political Code, qualified to publish notice, ordinances, resolutions and other legal publications and advertising for the City of Torrance, for the doing of said advertising and printing for the fiscal year ending June 30th, 1929.

YALE and HARVARD

Regular Sailings from L.A. Harbor To SAN FRANCISCO. Tues., Thurs., Fri., Sun. at 4 p.m. \$14 and up ONE WAY. ROUND TRIP \$22.75

To SAN DIEGO. Wed., Thurs., Sat., Sun. at 3 p.m. \$3.50 ONE WAY. ROUND TRIP \$6

LASSCO LOS ANGELES STEAMSHIP CO. TORRANCE PHARMACY. Telephone 3-J TORRANCE. 730 So. Broadway—Tel. VA 2421

Late Fiction!

Choice 75c

RECENT FILM HITS

- SHOW BOAT, GLORIOUS BETSY, SPEEDY, THE GAUCHO, LONDON AFTER MIDNIGHT, WINGS, THE TRAIL OF '98, THE JAZZ SINGER, THE MAN WHO LAUGHS, TENDERLOIN.

OTHER LEADING SELLERS

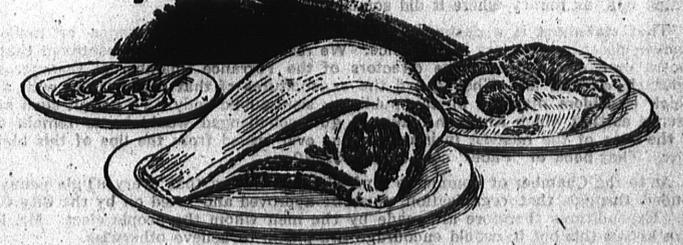
- WAR BIRDS, THE LIGHT OF WESTERN STARS, THE CALL OF THE CANYON, KINDRED OF THE DUST, JERRY, TISH PLAYS THE GAME, THE FLAPPER WIFE, LOVE AND LEARN.

The above are just a few of the hundreds of Popular New Novels now offered at 75c each. Many of them just arrived this week. Don't fail to look over the Beacon's book shelf before you leave on your vacation.

BEACON DRUG CO.

Agent for Owl Products 1519 Cabrillo, Torrance. We Give Double S & H Green Stamp Every Wednesday

Proper refrigeration for fresh meats



Ask Him. ICE will keep all of your foods better and longer than any other method. The Ice salesman who serves you has intensively studied the simple methods used to get full value from Ice Refrigeration. Ask him for your copy of the little booklet entitled "Cooling Your Money's Worth, which sets down how to store your foods in your Ice Refrigerator."

KEEPING steaks, chops and roasts of fresh meat wholesome and sweet—yet retaining all of their natural juices and flavors is one of many reasons why ICE REFRIGERATION is superior to all other methods in the home.

The flavor of these foods is contained in their juices. ICE REFRIGERATION will keep your meats cold (below 45° if your refrigerator is efficient), thus preventing rapid bacteria development—and the correctly humidified circulating air stream will carry away odors and impurities without drying up the juices and spoiling the flavor.

To keep meats fresh and sweet for a day or two, simply place on dish or platter and place on floor of Side-icing refrigerator. (Top shelf of top-icing refrigerator.) If your requirements are such that you keep fresh meats a week or more, ask our Ice Salesman to show you the simple method by which you can accomplish this.

THE UNION ICE COMPANY

423 West 18th St., San Pedro, Calif. Phone Torrance 193-R

Ask the Ice Salesman who serves you regarding the good refrigerator he sells at extremely reasonable prices.

ICE IS KING OF ALL REFRIGERANTS FOR THE HOME

CHRISTIAN SCIENCE LECTURE RADIOCAST. Residents of Torrance and Lomita will have an opportunity to hear an authorized lecture on Christian Science on Tuesday, July 31, at 8 p. m., when Peter V. Ross, C. S. B., of San Francisco, California, delivers a lecture on Christian Science which will be broadcast over Radio Station KPON (1240 kc.) from First Church of Christ, Scientist, Long Beach. Mr. Ross is a member of the Board of Lecturership of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts.